

Ashley Mason

Melissa, Texas

Professional Profile

Results-driven digital marketing specialist with over six years of experience in marketing, content development, customer engagement, and data analysis. Adept at crafting and executing innovative digital marketing strategies that enhance online presence, increase brand awareness, and drive measurable performance outcomes. Thrives in cross-functional teams, excels in fast-paced environments, and adapts to digital trends.

Key Skills & Competencies

- Digital Marketing & Strategy – Expertise in SEO/SEM, social media marketing, display advertising, and emerging digital channels
- Content Development & Branding – Proficient in Adobe Creative Suite, videography, & photography
- Analytics & Performance Optimization – Data analysis skills, leveraging marketing for campaign improvement
- Project & Vendor Management – Skilled in handling multiple projects, working across cross-functional teams, and managing external partners
- Client Engagement & Communication – Builds strong relationships, delivers compelling presentations, and enhances customer experiences
- Leadership & Initiative – Proven ability to drive digital enablement programs and execute marketing initiatives with strategic vision

Professional Experience

GEICO | Auto Damage Adjuster

July 2025 – Current

- Create estimates for vehicles from photos while assisting the customers assigned to my portfolio
- Maintain compliance with company policies, state, and federal laws

State Farm | Claims Associate Auto ILR

September 2024 – July 2025

- Apply strong interpersonal skills to handle customer claims
- Ensure customer satisfaction with deescalation and communication methods

Wells Fargo | Analyst

April 2023 – April 2024

- Built client relationships through proactive engagement and personalized financial solutions
- Implemented digital strategies to optimize customer experiences and business success

Freelance | Marketer & Videographer

October 2018 – Present

- Develop high-quality multimedia content, managing all phases from pre-production to post-production, using digital marketing to enhance small business' ROI
- Achieved international recognition in 15+ film festivals and increased clients' online engagement

Education

Master of Arts in New Media Journalism - Full Sail University, Winter Park, FL | GPA: 3.7

Bachelor of Arts Degree in Media Arts - University of North Texas, Denton, TX | GPA: 3.8